

WHAT IS CLAIMED IS:

- 1                    1.        A method for encoding a user interface which comprises an  
2        information section and a display section, the method comprising:  
3                    encoding a non-blank background for the information section; and  
4                    skip encoding a blank background for the display section.
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2                    2.        The method of claim 1, where encoding the information section  
3        includes quantizing a transformed image using a quantizer stepsize that is relatively low  
                     so as to substantially maximize a bit rate allocated to the information section.
- 1                    3.        The method of claim 2, where the user interface comprises an  
2        interactive program guide, where the information section comprises a program grid  
3        section, and where the display section comprises a multimedia section.
- 1                    4.        The method of claim 3, where the non-blank background comprises  
2        a striped background.
- 1                    5.        The method of claim 1, where the user interface is encoded at a  
2        server for display at a client terminal.
- 1                    6.        The method of claim 5, where the server is located at a headend of  
2        a cable TV distribution system.
- 1                    7.        A method for encoding a user interface which comprises an  
2        information section and a display section, the method comprising:  
3                    forward transforming a source image of the information section to generate  
4        a transformed image;  
5                    quantizing the transformed image to generate a quantized image; and  
6                    encoding the quantized image to generate an encoded image of the  
7        information section,  
8                    where said quantizing involves using a quantization matrix adjusted to  
9        better optimize display of text in the information grid.
- 1                    8.        A method for encoding a user interface which comprises an  
2        information section and a display section, the method comprising:

3 dividing the information section into macroblocks;  
4 forward transforming each macroblock to generate a transformed image;  
5 quantizing the transformed image to generate a quantized image; and  
6 encoding the quantized image to generate an encoded image of each  
7 macroblock,  
8 where the information section includes background stripes, and  
9 where the macroblocks do not cross any border between two adjacent  
10 background stripes.

1 9. A method for encoding a user interface which comprises an  
2 information section and a display section, the method comprising:  
3 forward transforming a source image of the information section to generate  
4 a transformed image;  
5 low-pass filtering the transformed image to generate a filtered image;  
6 quantizing the filtered image to generate a quantized image; and  
7 encoding the quantized image to generate an encoded image of the  
8 information section,  
9 where the information section includes background stripes, and  
10 where the low-pass filtering reduces visual defects from encoding of the  
11 background stripes.